

## VICTORIA LAIRD

### BUSINESS EXPERIENCE

#### **G3 ENTERPRISES | NAPA, CALIFORNIA**

July 2017 to December 2018

##### **TRANSPORTATION PLANNER** February 2018 to December 2018

- Operated finished-goods warehouse, establishing effective processes and coordinating orders and transportation for multiple customers
- Implemented harvest small-lot transportation strategy across North Coast region
- Evaluated and composed variety target analysis for company's coastal regions

##### **INTERN, AG DEPARTMENT** July 2017 to February 2018

- Collaborate with Account Manager of North Coast Logistics in developing new protocol for small scale grape transportation
- Oversee transportation of harvested grapes at Stagecoach Vineyard
- Collect and analyze harvest data through Microsoft Excel

#### **INTERN, TIBER CANYON RANCH | SAN LUIS OBISPO, CALIFORNIA**

Summer & Fall 2017

- Collaborated with owners to improve sales and marketing for olive oil business
- Built new website and pursued new sales channels for olives
- Facilitated event venue for multiple weddings by maintaining site, coordinating with vendors, and communicating with clients

---

### RESEARCH EXPERIENCE

#### **STUDY ABROAD, CAL POLY | ADELAIDE, AUSTRALIA & NEW ZEALAND**

Winter Quarter 2017

- Studied global agriculture marketing and world food problems with emphasis on viticulture through classroom and industry experiences with Cal Poly
- Explored New Zealand's agriculture on both North and South Islands

#### **RESEARCH, SUMMER UNDERGRADUATE PROGRAM | SAN LUIS OBISPO, CA**

Summer 2016

- Developed and presented small farm record system in Microsoft Excel to record, organize, and analyze production and sales data
- Presented project to international audience at Australasia Agriculture and Resource Economics Society Conference in February 2017

---

### EDUCATION

#### **KANSAS STATE UNIVERSITY | MANHATTAN, KANSAS**

M.S. Program, Agricultural Economics  
Expected Graduation Date: August 2020

#### **CALIFORNIA POLYTECHNIC STATE UNIVERSITY | SAN LUIS OBISPO, CALIFORNIA**

Bachelor of Science, Agriculture Business  
Graduation Date: June 2017

- Summa Cum Laude, President's List, and Dean's List
- Organizations: Honors Program, Agribusiness Management Club, Branded